

Garage Conversion Gurus Ltd customer privacy notice

This privacy notice tells you what to expect us to do with your personal information.

Contact details

Telephone

01613991741

Email

Office@garageconversiongurus.com

What information we collect, use, and why

We collect or use the following information to **provide services and goods, including delivery**:

- Names and contact details
- Addresses
- Purchase or account history
- Account information
- Website user information (including user journeys and cookie tracking)

We collect or use the following information for **the operation of customer accounts and guarantees**:

- Names and contact details
- Addresses
- Purchase history
- Account information, including registration details
- Marketing preferences

We collect or use the following information for **service updates or marketing purposes**:

- Names and contact details
- Addresses
- Marketing preferences
- Location data
- Purchase or viewing history
- Website and app user journey information
- Records of consent, where appropriate

We collect or use the following information for **research or archiving purposes**:

- Names and contact details
- Addresses
- Location data
- Recorded images, such as photos or videos
- Purchase or viewing history
- Personal information used for administration of research
- Personal information used for the purpose of research
- Records of consent, where appropriate

We collect or use the following information to **comply with legal requirements**:

- Name
- Contact information
- Identification documents
- Financial transaction information
- Criminal offence data (including Disclosure Barring Service (DBS), Access NI or Disclosure Scotland checks)
- Any other personal information required to comply with legal obligations

- Health and safety information
- Safeguarding information

We collect or use the following personal information for **dealing with queries, complaints or claims**:

- Names and contact details
- Address
- Payment details
- Account information
- Purchase or service history
- Video recordings of public areas
- Video recordings of private or staff only areas
- Witness statements and contact details
- Relevant information from previous investigations
- Customer or client accounts and records
- Financial transaction information
- Information relating to health and safety
- Correspondence

Lawful bases and data protection rights

Under UK data protection law, we must have a “lawful basis” for collecting and using your personal information. There is a list of possible [lawful bases](#) in the UK GDPR. You can find out more about lawful bases on the ICO’s website.

Which lawful basis we rely on may affect your data protection rights which are set out in brief below. You can find out more about your data protection rights and the exemptions which may apply on the ICO’s website:

- **Your right of access** - You have the right to ask us for copies of your personal information. You can request other information such as details about where we get personal information from and who we share personal information with. There are some exemptions which means you may not receive all the information you ask for. [Read more about the right of access.](#)
- **Your right to rectification** - You have the right to ask us to correct or delete personal information you think is inaccurate or incomplete. [Read more about the right to rectification.](#)
- **Your right to erasure** - You have the right to ask us to delete your personal information. [Read more about the right to erasure.](#)
- **Your right to restriction of processing** - You have the right to ask us to limit how we can use your personal information. [Read more about the right to restriction of processing.](#)
- **Your right to object to processing** - You have the right to object to the processing of your personal data. [Read more about the right to object to processing.](#)
- **Your right to data portability** - You have the right to ask that we transfer the personal information you gave us to another organisation, or to you. [Read more about the right to data portability.](#)
- **Your right to withdraw consent** – When we use consent as our lawful basis you have the right to withdraw your consent at any time. [Read more about the right to withdraw consent.](#)

If you make a request, we must respond to you without undue delay and in any event within one month.

To make a data protection rights request, please contact us using the contact details at the top of this privacy notice.

Our lawful bases for the collection and use of your data

Our lawful bases for collecting or using personal information to **provide services and goods** are:

- **Consent** - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to

object. To be clear, you do have the right to withdraw your consent at any time.

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - o Our Legitimate Interest in Processing Personal Data Garage Conversion Gurus collects and processes certain personal information—such as website analytics, contact details, and location data—on the lawful basis of legitimate interests, in accordance with the UK GDPR. This processing is necessary to: Understand how visitors use our website, allowing us to improve functionality, navigation, and user experience Respond effectively to customer enquiries submitted through our contact forms Provide relevant information, recommendations, and service estimates based on your location and specific needs Why It’s Legitimate and Necessary As a home improvement service provider, it is in our legitimate interest to understand how individuals interact with our website and to communicate with those who express interest in our services. This helps us to operate efficiently, offer personalised experiences, and continually improve the quality of our customer service. We have carefully considered the potential impact on your rights and believe that our data use is proportionate, minimally intrusive, and aligned with your reasonable expectations when visiting our website or making an enquiry. Balancing Our Interests with Your Rights We do not use your data for purposes unrelated to your interaction with us, nor do we share or sell personal information to third parties. Wherever possible, we provide options to opt out of analytics tracking and offer full transparency on data use through our Privacy Policy. We believe the benefits of processing this data—for both our users and our business—clearly outweigh any potential risks or impact on individuals.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **the operation of customer accounts and guarantees** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:

- Legitimate Interest in Managing Customer Accounts and Guarantees
We collect and process personal information—such as names, contact details, property addresses, and project-related data—when customers submit this information via our online forms. This processing is carried out under the lawful basis of legitimate interests to support the proper operation of customer accounts and the provision of product or service guarantees. Why This Is Necessary To manage your garage conversion project effectively and fulfil our service obligations, we need to maintain accurate records of your contact details, project scope, and location. This information allows us to: Provide tailored support and updates throughout your conversion Maintain records for ongoing customer service or warranty queries Issue and honour any service guarantees or related documentation Resolve potential disputes or follow up on post-project support Balancing Your Rights and Our Interests This use of personal data is a fundamental part of delivering our services to you. We ensure this data is stored securely, used only for relevant purposes, and never shared without your explicit consent unless legally required. We have assessed that processing this information is essential to our ability to offer a consistent, professional service, and that doing so does not override your data protection rights. It’s in both your interest and ours to retain accurate information for guarantee and account management purposes. Transparency and Control You are always welcome to contact us with questions about how your data is used, to update your records, or to exercise your rights under the UK GDPR. Full details can be found in the rest of this Privacy P

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **service updates or marketing purposes** are:

- Consent - we have permission from you after we gave you all the relevant information. All of your data protection rights may apply, except the right to object. To be clear, you do have the right to withdraw your consent at any time.
- Legitimate interests – we’re collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:

- o Legitimate Interest in Service Updates and Follow-Up Communications While we generally rely on consent for marketing communications, there are occasions where we may process your personal data—such as name, email address, and phone number—on the basis of legitimate interests. This applies particularly where you have contacted us via a form to enquire about a garage conversion or related service. Why This Is Necessary If you've reached out to us regarding a potential job, it's reasonable to expect a follow-up from our team. We may use your details to: Provide updates about your enquiry or service options Offer helpful information related to your garage conversion needs Reconnect if we believe the service you originally enquired about is still relevant or timely Why It's Legitimate This limited and relevant follow-up ensures we're responsive to your interest and can support your project planning. We do this respectfully and never for unrelated or intrusive marketing purposes. Our communications are tailored and clearly linked to your original enquiry or ongoing interest in our services. Balancing Interests and Respecting Preferences We believe this contact is in your interest as well as ours, and we ensure that communications remain proportionate and relevant. You can opt out of further contact at any time via the unsubscribe option or by getting in touch directly. We do not send bulk marketing emails under this lawful basis—only follow-ups that are reasonably expected as part of your interaction with us.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **research or archiving purposes** are:

- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - o Legitimate Interest in Research and Archiving We may collect and retain certain personal information—such as project details, customer feedback, and location data—for internal research and archiving purposes. This processing is based on our legitimate interests as a business focused on continuous improvement, quality assurance, and service development. Why This Is Necessary Maintaining records of past projects and customer interactions allows us to: Analyse service trends and customer preferences to improve future offerings Evaluate the performance of our garage conversion services Retain evidence of work completed for quality control, warranty verification, and compliance Inform business planning and long-term service development Balancing Interests and Protecting Data All research and archiving activities are conducted with care and consideration of your privacy rights. Where possible, we use aggregated or anonymised data. When identifiable personal data is retained, it is stored securely and used only for internal purposes directly linked to service

improvement or historical record-keeping. We do not share archived personal data externally without your consent or unless legally required. We retain this information only for as long as necessary and in accordance with our data retention policies.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Our lawful bases for collecting or using personal information for **legal requirements** are:

- Contract – we have to collect or use the information so we can enter into or carry out a contract with you. All of your data protection rights may apply except the right to object.
- Public task – we have to collect or use your information to carry out a task laid down in law, which the law intends to be performed by an organisation such as ours. All of your data protection rights may apply, except the right to erasure and the right to portability.

Our lawful bases for collecting or using personal information for **dealing with queries, complaints or claims** are:

- Legitimate interests – we're collecting or using your information because it benefits you, our organisation or someone else, without causing an undue risk of harm to anyone. All of your data protection rights may apply, except the right to portability. Our legitimate interests are:
 - We may process personal information—such as your name, contact details, and details of your communication with us—on the basis of legitimate interests when dealing with queries, complaints, or legal claims relating to our services. Why This Is Necessary As a customer-focused company, it's essential that we are able to respond to and resolve any questions, concerns, or disputes promptly and effectively. Processing your data in this context allows us to:
Communicate clearly and efficiently with you regarding your issue
Investigate and resolve complaints or concerns
Maintain records of communications for accountability and transparency
Defend or exercise our legal rights if a claim arises
Balancing Our Interests with Your Rights We believe this use of personal data is both reasonable and expected as part of responsible service delivery. It ensures we uphold high standards of customer care and meet our legal and contractual obligations. We take care to process only the data necessary for handling the specific matter, and we retain this information securely for only as long as is appropriate under our data retention policy.

For more information on our use of legitimate interests as a lawful basis you can contact us using the contact details set out above.

Where we get personal information from

- Directly from you
- Market research organisations
- Third parties:
 - Automatically through your use of our website – via tools such as Google Analytics, which helps us understand how visitors interact with our site. This may include data like your IP address, browser type, pages visited, and time spent on the site. This information is collected through cookies and similar technologies. You can manage your cookie preferences at any time. Social media platforms – such as Meta Business Suite (Facebook and Instagram), when you engage with our content, send us messages, or interact with our ads. These platforms may provide us with limited personal information (e.g., name, profile handle, or messaging details) depending on your privacy settings on those services.

How long we keep information

We retain personal information only for as long as necessary to fulfil the purposes for which it was collected, including satisfying legal, financial, and operational requirements. Below is an overview of how long we keep different categories of data:

Data Type	Purpose	Retention Period
Client Project Data	Managing and delivering garage conversions, record keeping, client communication	Retained until the project is complete and all tax/legal obligations are met. Typically held for up to 7 years to meet accounting standards and contractual responsibilities.
Archived Project Data	Internal records, quality assurance, reference for repeat work or similar projects	Certain completed project data may be archived indefinitely in a secure format, limited to what's necessary and relevant.
Contact Form Enquiries (No Work Proceeding)	Handling initial queries and potential follow-up under legitimate interest	Retained for up to 6 months from the last interaction, in case the client reconnects or for service-related retargeting.
Analytics and Website Interaction Data	Improving website performance and user experience	Retained in accordance with third-party settings (e.g. Google Analytics), typically anonymised or aggregated.
Complaints, Claims, or Dispute Records	Legal protection, quality control, regulatory compliance	Retained for up to 7 years after resolution to comply with legal requirements.

All personal data is stored securely, and access is restricted to authorised personnel only. When data is no longer needed, it is deleted or anonymised in accordance with our internal data handling policy.

Who we share information with

Others we share personal information with

- Relevant regulatory authorities
- External auditors or inspectors
- Warranty and guarantee providers
- Publicly on our website, social media or other marketing and information media
- Suppliers and service providers

How to complain

If you have any concerns about our use of your personal data, you can make a complaint to us using the contact details at the top of this privacy notice.

If you remain unhappy with how we've used your data after raising a complaint with us, you can also complain to the ICO.

The ICO's address:

Information Commissioner's Office
Wycliffe House
Water Lane
Wilmslow
Cheshire
SK9 5AF

Helpline number: 0303 123 1113

Website: <https://www.ico.org.uk/make-a-complaint>

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